

A Wine Marketing Plan That Supports Cash Flow

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A Wine Marketing Plan That

Wine lovers are planning vacations. Amid these long-awaited developments, questions abound for small wineries and independent vintners — how to rebuild lost sales, maintain or grow customer engagement ...

Rebuilding Wine Sales in the Wake of a Pandemic

After a challenging year of adjusting their businesses to pandemic conditions, some wineries that flipped their sales models and tried new strategies are reporting ...

Wine Sales Strategies Shaped and Sharpened by the Pandemic

As a way of "celebrating the return to dining out," Cupcake is offering \$6 cash back on any glass of Cupcake wine purchased in a restaurant or bar starting July 1 all the way through to September 6.

Cupcake Vineyards Wants to Buy Everyone a Glass of Wine for Dining Out This Summer

Chinese tariffs have hit Treasury Wine Estates hard, but management is working even harder on a revised global strategy. Early optimism equally focuses on some kind of normalisation post covid ...

A New Strategy For Treasury Wine Estates

The big Auction Napa Valley charity event will no longer be a debauch for the ultra-rich. Read the latest wine news & features on wine-searcher ...

Napa Brings Hammer Down on Wine Auction

According to Ian Harris, WSET chief executive, the organisation started on a plan to move away from ... who runs the marketing platform Shall We Wine, argued for "the poetic as well as for ...

Do you speak wine?

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Erika Strum has been promoted to President of Wine Enthusiast Commerce and Jacqueline Strum to President & Publisher of Wine Enthusiast Media.

Wine Enthusiast Companies Names New Presidents, Erika and Jacqueline Strum

Andrea Kaiser and her daughter Madison have lived (and eaten!) in Wine Country for decades. Their love for the region and it's food producers runs deep. "I have been a long-time advocate, for local ...

Niagara Flavours brings a taste of Wine Country to your door

As the sampling tour descended on yachts, raves, art shows, movie screenings, and wine tastings, Juul easily distributed ... she was tasked with putting together a marketing plan for vape shops ...

How The Juul Craze Happened

Rohnert Park, CA - Sonoma State University Global Executive Wine MBA ... The growth plan includes a technology-focused approach to customer relationship management and marketing operations ...

MBA Students Find Innovative Solutions to Serve the Wine Industry

More New Jersey wineries will open this year, and existing wineries are busy, adapting and even growing and adding sports ...

What's new at New Jersey wineries? Bigger, better and more

Like the bubbles rising in a glass of its prize-winning sparkling rosé, English wine producer Ashling Park is in the pink with stays in picturesque lodges now added to its vineyard tours and tastings.

Ashling Park welcomes the world to its wine wonderland

Napa and Sonoma wineries are seeing visitors come back. Wine country tourism figures have exceeded many locals' expectations.

Wine Tourism Roars Back in Napa and Sonoma

Celebrations of Bear Flag Revolt no longer an annual tradition, but Sonoma has plenty of history to go around.

History and wine share in the Sonoma story

In June 2021 the doors will open a brand-new resort of holiday homes introduced by Quinta dos Vales, a well-established wine estate located in the Portugal.

Quinta dos Vales Opens its First Residential Wine Resort in The Algarve

Laurie Shooltz, 59, owns FreshWater Art Studios. The business is managed out of her house in Sanford, but Shooltz holds classes and

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events at different locations in the area. One of the events is ...

Business Matters: FreshWater Art Studios, Laurie Shooltz

Many restaurants dropped printed menus during the pandemic in favor of QR codes sending diners to online ordering platforms. Will eating out be the same?

Dining Out, Digitized

It's not surprising that one-third of consumers upped their chocolate consumption after lockdown in the pandemic, according to a new study by Cargill. The ChocoLogic Study also found that 70% believe ...

Food: Here's why we ate more chocolate during the pandemic

The owners are calling their proposed east Madison bar Lush Lounge, and they hope to open at 3769 E. Washington Ave. this fall.

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